

MORPHOLOGICAL MARKERS OF PERSUASION IN BRITISH AND BELARUSIAN TOURISM SLOGANS

V.M. Kovryga, 4th year

Scientific supervisor – O.V. Kazimirova, PhD in Philology, Associate professor

Vitebsk state university named after P.M. Masherov

Modern tourism advertising is one of the most prevalent and influential types of advertising activity. Nowadays tourism industry is experiencing a period of rapid growth: more and more travel agencies and tour operators are appearing, tourist offers are being updated, embracing more and more countries and corners of the globe, and, consequently, the level of tourism services is increasing. Such a dynamic development of the industry is ensured by the improvement of methods and means of promoting a tourism product. In the tourism sector, a huge number of different cultures are concentrated. It is in tourism that a clash and interaction of different cultures takes place.

In intercultural communication a special role is played by national-specific features of the linguistic picture of the world, as well as the ratio of national identity and language. In this regard, both travel companies and countries themselves, especially those where the tourism industry is an important component of national economy, are trying to attract as many travelers as possible, which entails the use of various tourism slogans.

The goal of our research is to identify the prevailing morphological means of persuasion used in digital British and Belarusian tourism slogans and make comparative analysis of them. The research material used for the work comprises 200 tourism slogans hosted on British and Belarusian web-sites [1], [2], [3] for 2019 – 2020.

A review of theoretical literature on tourism discourse has shown that most modern scholars agree on the following definition of *slogan*: a clear and concise formulation of an advertising idea which is easy to understand and remember. Its goal is to create a positive image of the advertised product and facilitate the task of choice. There are numerous linguistic phenomena that have a strong persuasive potential and are able to put certain meanings associated with them in the spotlight. These means can be found at all

language levels. Now we will consider the most frequent linguistic markers of the morphological level which are characteristic of the Belarusian and British tourism slogans.

1. The use of high-quality adjectives with positive connotations. Clearly, the adjective possesses great expressive abilities. High-qualitative adjectives have estimating meanings; therefore their use allows one to successfully implement the persuasive function of the tourism slogan. For instance, in the following tourist slogans adjectives emphasize the uniqueness of Japanese culture, in which the most modern is harmoniously combined with established traditions:

*“A **great** combination of the **traditional** and the **contemporary**, this adventure provides a taste of the **rich** culture of Japan”; “Japan is a **magical** place where **old** and **new** collide”.*

In the following Belarusian tourism slogan the alluring and catching image of Italy is likely to make a person book the tour. Thanks to the usage of adjectives, the tour operator presents his tour more vivid and memorable:

*«Провинция Римини – место, где вы сможете насладиться **настоящим** итальянским гостеприимством, провести **незабываемые** дни на **широких песчаных** пляжах, спрятаться в **многочисленных** удивительно **красивых** бухточках и гулять вечера напролет вдоль берегов, утопающих в зелени».*

The study has identified that in British and Belarusian tourism slogans the use of high-quality adjectives with positive connotations is almost equal: 33.5% and 33% of the selected units, respectively.

2. The use of verbs in the imperative mood. This form of the verb has a very high potential impact on the recipient. In tourism slogans containing the verbs used in the imperative mood, the impulse to perform an action on the part of the speaker refers directly to a potential client. The verb in the imperative mood allows one to convey the positivity of the action, create expression and dynamics:

*“**Take** our three day tour from Edinburgh and **enjoy** the natural beauty and delights of one of Scotland’s favourite islands”.*

Thanks to the verbs “start” and “end” the next slogan emphasizes the length of the tour and the large number of places included in it. The client sees how many cities he will visit for an affordable price:

*“**Start** in Bangkok and **end** in Koh Phangan!”.*

Verbs in the form of the imperative mood also appear in Belarusian tourism slogans:

*«**Будьте** смелее и **не сомневайтесь** в своём решении».*

*«**Отправляйтесь** в мир экзотики и современного шика в ОАЭ».*

Clearly, the tourism slogans containing verbs in the imperative mood are more common for Belarusian (37%) than for British units studied (33%).

3. The use of the demonstrative pronouns. These pronouns indicate the proximity of the tour to a potential customer, thereby pushing him to reserve the tour. The best qualities of this particular tour are highlighted among all the others presented on the service market:

*“**This** Ireland tour is an ideal introduction to the Emerald Isle for first-time visitors who have limited time”; “On **this** Hawaii cruise, you’ll have the opportunity to participate in many activities, or you can do absolutely nothing at all!”; “Покажем Сингапур **настоящим**: **этот** город впечатлит своими красками, настроением и восточной культурой”.*

According to the survey, slogans with demonstrative pronouns are more typical for the British tourism discourse: 21.5% of the units examined, while among the Belarusian slogans this technique of persuasion relates to 17.5%.

4. For the singular 2nd person the pronoun “you” is used, not “one” (although both are theoretically possible). The pronoun *you* retains a part of its personal meaning, refers not only to people in general, but to a specific person. The pronoun *one* possesses an indefinite personal meaning, and, accordingly, does not establish a close relationship with a potential client, thereby its use would reduce the probability of addressing to the services of the tour agency:

*“Japan has a way of enveloping **you** from the moment you step off the plane”; “There are castles so impressive **you**’ll rub your eyes in disbelief, mountains so magnificent **you**’ll remember them forever, and villages so quaint **you**’ll want to pack **your** bags and move in”.*

In Russian there is no such difference in demonstrative pronouns. Belarusian tourism slogans traditionally use the pronoun “вы” and its derivatives which can be characterized as polite forms:

*“**Вам** точно нужно приехать в Антверпен, чтобы обойти все музеи, галереи, лавочки с антиквариатом”; “Приятные воспоминания и фотографии с отдыха в Нидерландах не дадут **вам** скучать до лета!”*

The study of the selected units has identified that using of the pronoun “*you*” and its Russian analogue “*вы*” is quite a common means of persuasion both for British and Belarusian tourism slogans: 12% and 12.5% of all the units investigated.

Our research has shown that linguistic markers of persuasion are to be found at every language level. As for the morphological level, the most typical means of persuasion for British slogans are the following: *the use of high-quality adjectives with positive connotations* (33.5%) and *the use of verbs in the imperative mood* (33% of the units studied). *Demonstrative pronouns* are also quite common (21.5% of the selected units). For Belarusian tourism slogans it is more frequent to use *verbs in the imperative mood* (37%) and *high-quality adjectives* (31.5% of the units investigated) that convince a potential client in exclusiveness and attractiveness of the offered tour.

Thus, it is to be concluded that modern tourism services and goods are characterized by a wide range of persuasion techniques. Tourism slogans help travel agencies draw attention to their goods and services being sold, striving to create the most favorable and memorable impression of the provided products. The selection and transmission of all the words and collocations in tourism slogans are carried out in such a way as to most clearly inform the addressee of the message and, as a result, to convince him of the benefits of acquiring the proposed tourist product or service.

References

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